

**Minutes from the Policy Committee Meeting  
2005 White House Conference on Aging  
Hall of the States, 444 N. Capitol Street  
Washington, D.C.  
Friday, October 1, 2004**

**Participants:**

Policy Committee members:

The Honorable Dorcas R. Hardy, Chairman  
Alejandro Aparicio, M.D.  
Robert Blancato  
The Honorable Larry Craig (R-ID)  
Gail Hunt  
Barbara Kennelly  
Scott Serota  
Melvin L. Woods

Policy Committee Representatives:

Josefina G. Carbonell, Assistant Secretary for Aging, U.S. Administration on  
Aging, for HHS Secretary Tommy G. Thompson  
Justine Handleman for Scott Serota  
Thomas Edes, M.D., for VA Secretary Anthony Principi  
Lupe Wissel (for Senator Craig once he left the meeting)  
Scott Nystrom (for Senator Craig once he left the meeting)  
Kim Hildred (for Rep. Shaw)  
Kurt Courtney (for Rep. McKeon)  
Steve Robinson (for Sen. Grassley)

Others:

Nora Andrews, Senior Executive Officer, Policy Committee, WHCOA  
Moya Benoit Thompson, Director, Outreach Coordination, WHCOA

Policy Committee Chairman Dorcas R. Hardy, called the meeting to order at 8:30 a.m. and welcomed the Policy Committee. Approximately 50 members of the public attended.

Chairman Hardy reported on progress made by the WHCOA since the July 14 Policy Committee meeting including the launching of a new website (<http://www.whcoa.gov>). She also mentioned four listening sessions held including three conducted with representatives of the Leadership Council of Aging Organizations in Washington, D.C. (8/18, 9/9 and 9/10) and one in Miami in conjunction with the Florida Council on Aging Annual Conference on Aging (August 30). Statements and discussion from these sessions will be posted on the new website in the near future. The Chairman thanked the three

WHCOA Policy Committee Subcommittee Chairs and members for their work in developing the issues areas for the broad agenda to be presented to the Policy Committee for their comments and approval. Ms. Hardy explained that two agendas will be discussed at the meeting and voted upon – one a broad agenda containing six key focus areas, and the other a longer annotated version of the broad agenda that will continue to be refined.

Chairman Hardy called upon the first of three policy experts invited to the Policy Committee Meeting to share their expertise on issues that are being considered by the Policy Committee for the 2005 WHCOA.

Paul Hodge, JD, MBA, MPA, Director, Generations Policy Project, Harvard University.

Paul Hodge's presentation focused on the planning and preparation that must begin now to address the aging of the baby boomers. Among the issues he suggested as focus areas for the WHCOA Policy Committee were Longevity Estimates, Baby Boomers Internet Usage, National Economic Growth, Boomer Retirement Trends, Woman and Minorities, National Fiscal Policies, Law Enforcement and Regulatory matters, Global Aging and General Policy Development Issues including re-defining public private relationships. Hodge stated that the 2005 WHCOA will play a critical role in the coming millennium in defining how America treats all our generations, including the vulnerable young, the old and the baby boomers. (Paul Hodge's presentation is posted on the WHCOA website at <http://www.whcoa.gov> after the October 1 Policy Committee meeting minutes)

Response and Remarks from Policy Committee members:

The Chairman entertained comments from the Committee. The discussion included:

- A broader discussion about the need to develop actual longevity estimates because these estimates are used to develop national policy and programs for older persons. More research is needed.
- Mr. Hodge indicated that development of longevity estimates and retirement trends are among what he considers top priorities for the WHCOA.
- Mr. Hodge indicated that the WHCOA must concentrate on issues of lead times to prepare for the baby boomers and used the example of the four Florida hurricanes or the Paris heat wave as an example of the need to prepare for an even larger number of older persons in the event of a potential natural disaster.
- The need to bring the expertise of the private sector into the planning for the WHCOA.
- Issues of law enforcement and retirement security – and the number of individuals who may not now count on their pensions – this number may only increase in the future
- The need to be intergenerational
- The need to include baby boomers in the planning processes

- The need to reach out to original thinkers who offer a different perspective (i.e. Dell, Gates, etc)

Chairman Hardy thanked Paul Hodge and moved on to Discussion and Approval of Proposed Agenda.

### **Discussion and Approval of Proposed Agenda**

The Chairman opened a discussion on the 2005 WHCOA Conference Agenda. She identified two documents in the Policy Committee advance materials packet – the broad agenda and an annotated agenda and asked the members to focus their attention on the annotated agenda. She asked for comments on both and indicated that the six focus areas are:

Planning for the Future	Health and Long Term Living
Employment	Social Engagement
Our Community	Marketplace

The six focus areas for the WHCOA approval will remain and the Subcommittees will continue to work to develop the comprehensive annotated agenda which expands upon the six areas including the development of 2-3 page issue papers on each topic area. Once approved by the Policy Committee, these six areas that make up the broad agenda will be used to help focus of the Listening Sessions through the end of 2004, and the Solutions Forums in 2005.

### **Listening Sessions to Solutions Forums – Overview of Process**

The Chairman then provided an overview of the process to collecting input for the WHCOA. Ms. Hardy indicated that many states and organizations have called the WHCOA to schedule Listening Sessions. She indicated that the Policy Committee will be holding Listening Sessions through December 2004. In 2005 the Policy Committee Listening Sessions will evolve to Solutions Forums and the results of those forums together with the 2004 Listening Sessions (and the Officially Designated Events) will form the basis for the resolutions to be provided to the delegates next year prior to the Conference. By summer, the WHCOA will stop conducting any of these sessions and will be moving to put the information together in order to distribute it to the delegates prior to the Conference for their consideration in October, 2005.

### **Policy Committee Vote on Agenda**

The Chair proposed that a motion be made to approve the broad agenda for the 2005 White House Conference on Aging with the knowledge that work will continue on the annotated agenda. A motion was made and seconded, and the proposed agenda was unanimously approved. The agenda will be disseminated through the WHCOA website and through a one-page document that will be developed by staff to explain the Listening Session and Solutions Forums process.

## **WHCOA Theme Development Discussion**

A discussion followed regarding the theme for the 2005 WHCOA. The Chair explained that the theme would be the official brand for the WHCOA. Three possible choices that had been submitted were of most interest. They are:

- Ignition: From Awareness to Action
- Aging: It's Booming! (theme of 2004 Florida Council on Aging Conference)
- Shaping the Reality of Our Future

A recommendation was made that the WHCOA use "action" to describe the WHCOA; and that the theme be relatively short so as to fit on bags, badges, etc. Not reaching final agreement, the Policy Committee chose to continue to work on theme development, possibly combining parts of the above three themes with an emphasis on "action," positive movement and the dynamics of the baby boomer generation who are the next generation of retirees. A suggestion was made that perhaps the Ad Council or an advertising firm might be of assistance in helping to develop the theme. Policy Committee member Mel Woods will lead the discussion among Policy Committee members prior to the next Policy Committee meeting.

## **Subcommittee Reports and Advisory Committee Discussion**

The Chair next brought up the Subcommittee Reports which had been drafted by the three Subcommittees (Health, Economic Security, and Social Support), and asked each Subcommittee chair to say a few words about their report.

### Economic Security - Overview

Senator Larry Craig, Chair of the Economic Security Subcommittee, indicated that the Economic Security report represented a consensus document of the Subcommittee's work. He specifically mentioned a few areas within the report that merit attention: the future of Social Security; protection of financial assets; fraud and abuse, and financial literacy. The Chair asked the Senator if his staff might be tasked with developing the 2-3 page papers that inform the issues, and the Senator agreed that he would work with core House and Senate staff that can produce rough drafts for the Policy Committee's consideration. In addition, asking outside experts to assist would be welcome. It would be important to represent different views of Social Security reform that will engage those interested in the WHCOA in discussion about important economic security issues. Discussion from the Committee included:

- The importance of including "changes in the new workplace and workforce"
- Commendation that financial literacy was included as the workplace changes

- Caregiving needs to be included in any discussion about long term care

The Chair indicated that she has met with the Chamber of Commerce who are very interested in working with the WHCOA and hopes to have good employer input on the pension issues. She also pointed out the long term care issues fall into this category as well as in the Health Subcommittee, that it is a cross cutting issue. She mentioned that a Mini-Conference on Long Term Care will take place in the spring with the eye on helping to frame a national long term care policy, taking into account all aspects of long term care.

### Social Support - Overview

Gail Hunt, on behalf of Subcommittee Chair Clayton Fong, provided an overview of the Social Support Subcommittee report and indicated that many areas within it overlapped with the Health Subcommittee. Some areas that Ms. Hunt mentioned as part of the report included the built environment, including transportation and signage, integration of elderly with non-elderly community and indicated that the terminology needs to be tweaked to make this distinction more clear. Additionally: age discrimination, volunteerism, faith based groups and intergenerational issues; new concepts in technology – marketing to baby boomers and older people and beginning to look at how new products are being developed; adapting to conditions of aging which includes wellness, continuing education, computer training – planning for long term living instead of long term care, and promoting support for paid and family caregivers.

Discussion from the Committee included:

- Inclusion of the disability community in the cross-cutting section of the overall agenda

### Health Subcommittee - Overview

Dr. Alejandro Aparicio, on behalf of Subcommittee Chair Scott Serota who was delayed, presented the report which has as its mission statement to articulate a sustainable, affordable health care system that promotes quality, independence and freedom of choice for an aging society. Discussion on the Health subcommittee report included:

- Importance of focusing on health disparities/health literacy needs to be included in cross-cutting issues for entire agenda
- Need to include a larger discussion about future workers in the health care industry
- Recommendation that the recommendation for “increased research” include all research, not only medical
- Specifically identifying Medicare/Medicaid and other federal and state health care providers as well as private sector health programs

This will appear under “Improve Access to Affordable High Quality Services”) section of the health Subcommittee report

- Need to develop a National Long Term Care Policy

The Chair would like to see the three draft reports again with edits made as decided by the Policy Committee, and once approved by the Committee, they will be posted on the WHCOA website.

### **Advisory Committee discussion**

The Chairman indicated that she continues to seek the Policy Committee’s recommendations for the Advisory Committee, which is to be appointed by the President. The Charter will indicate that a maximum of 25 individuals make up the Advisory Committee, and requested that the Policy Committee members continue to provide up to two names each for the consideration of the White House. Discussion on the Advisory Committee included:

- Importance of having representation from a balanced, cross-cutting bipartisan constituency including disabled persons, Native American, low-income communities, geriatricians, the private sector, experts in pharmaceutical programs and policies
- The 30 member Advisory Committee was extremely helpful to the 1995 WHCOA, although appointed late in the process, and also participated in post-WHCOA activities
- The expertise of the Advisory Committee will help the Policy Committee focus in on the key topic areas through the development of targeted issue papers, and assisting in further development of the key issues and WHCOA products.
- A suggestion was made to send a letter from the Policy Committee to the White House as part of an overall list of recommendations for the Advisory Committee.

The Chair set a deadline of October 31, 2004 for names and recommendations on a limited number of categories of cross-cutting individuals to be submitted by the Policy Committee, so that she can provide them for the consideration of the White House. The Assistant Secretary for Aging indicated that there will be a centralized process for conveying the names to the White House. The Chair agreed to draft a letter with the proposed and skills criteria needed for the members of the Advisory Committee.

### **White House Conference on Aging Planning**

#### **Technology**

Ms. Hardy asked Dr. Sam Keeley, Deputy Director for Planning and Research to present a brief update on WHCOA planning activities in the absence of Dr. Ann McGee, Executive Director. Dr. Keeley provided a brief presentation on options being discussed

for the use of technology before and during the WHCOA. Options included the use of the new WHCOA website to broadcast all main WHCOA proceedings live through video streaming on the Internet, and the second is to have the sessions broadcast to individuals across the country in pre-arranged group settings such as large auditoriums, etc. This would be limited to approximately 12 hours of prime time viewing. After each proceeding, archives would be provided through the WHCOA website for future use. Dr. Keeley also discussed the possibility that a one-hour video with the highlights of the WHCOA may be produced.

Dr. Keeley also mentioned that technology was being explored for voting at the Conference itself on a large screen (through the use of individual computers), and that there had been discussion about individuals voting from remote sites but that the costs of doing that might be prohibitive. One method would be voting through the Internet or by telephone. A second method involved two-way communication. A question was asked about the budget for technology, and Dr. Keeley indicated that the budget for the 2005 WHCOA accommodates the use of technology mentioned with the exception of remote voting (2-way) which is extremely expensive.

The Chair indicated that more conversation needs to occur within the Policy Committee on the remote voting concept.

## **Budget**

The second topic that Dr. Keeley discussed was the status of the budget for the WHCOA. He indicated that a total of \$7.4 million was available, presuming the FY 2005 President's budget request is approved. He indicated this amount included the approximately \$50,000 left over from the 1995 WHCOA. Dr. Keeley walked through the broad budget categories for the WHCOA and indicated that the bottom line was a very tight budget.

\$3.6 million – salaries, travel for Policy Committee and delegates  
(1100 delegates at \$1500.00 a piece – this was a budgeting number as the final number will be decided by the Policy Committee)  
\$1.9 million - Rents, communications, videoconferencing, printing  
\$1.4 million - General office expenses, consultants, conference planner  
\$.5 - External services (website, other)

The Assistant Secretary indicated that offers of assistance to accommodate WHCOA needs are coming in, and that there has been no decision made on what the proposed \$1500.00 for delegates would cover. She reiterated the need to use technology as it may provide the WHCOA proceedings to individuals who might not be able to travel. More discussion followed about outreach and use of remote sites.

Some of the challenges being addressed include policies prohibiting the provision of food at conferences; the WHCOA gift authority, the inability to provide any funding to support

state and regional conferences, and two-way voting. Discussion on the budget presentation included:

- The use of gift authority (the WHCOA can accept gifts but cannot solicit them)
- One-way voting from remote sites to accommodate those who may not wish to travel
- Request that the issue of planning grants to states and territories needs to be revisited (\$1 million was available for state, regional and mini conferences in 1995)

Dr. Keeley also announced that a contract had just been signed (10/1) with the Hyatt Regency Washington, 400 New Jersey Avenue, N.W. to be the location for the 2005 White House Conference on Aging.

**Estelle James, Ph.D.**

The Policy Committee heard from its second speaker Estelle James, Ph.D., Former Lead Economist, World Bank, and Member, President's Commission to Strengthen Social Security. Dr. James provided a power point presentation (which is posted on the WHCOA website at <http://www.whcoa.gov> following the October 1 Policy Committee meeting minutes) on the following issues:

- How to design an Individual Account (IA) retirement system at low cost and at low risk
- How to expand the role of older people in the labor market
- Developing a lifestyle for physical and mental fitness
- Healthy Aging – Need for a Public Education campaign
- Special Problems of Older Women/Gender Equality
- Long Term Care

Discussion which followed Dr. James' presentation included:

- Future impact with more women in the workforce and the changing data
- Women are still more likely to have some career interruption so gap is not necessarily narrowed much
- Women live longer so whatever issues come with living longer continue to be a problem (income, benefits, living alone, declining standard of living in last years of life, other)
- Countries with IA's have measures that protect women – we can learn from other countries and the variety of policies that exist
- Constrained choice about investment options; risk reduction techniques
- Pension system reform; OAA pension counseling program challenges
- Importance of raising the issue of healthy lifestyles which can lead to economic security



## **Discussion of Pre-Conference Activities**

The Chair asked the Committee to take a look at the Pre-Conference Activity Schedule in their packets which included a listing of Listening Sessions, Officially Designated Events and Speaking Engagements scheduled thus far or pending a final decision, date or other information. Discussion followed about specific schedules and other events being planned as well as commitments by Policy Committee members to attend and/or participate in Listening Sessions/Solutions Forums. In addition, the possibility of holding focused mini-conferences on specific topic areas such as long term care, employment, caregiving and rural aging and a possible hearing with the U.S. Chamber of Commerce was discussed.

The final speaker was Diane Braunstein, Program Director, Health, Center for Best Practices, National Governors Association who provided a comprehensive report on the status of activities of the NGA Center for Best Practices Aging Initiatives and some of the issue areas that have been under discussion over the past few years. These included:

- Governor Kempthorne's focus on long term care in 2003-2004
- Healthy Aging
- Falls - leading cause of injuries for older persons
- Independent Living
- Medicaid funding
- Family Caregivers
- Tax Incentives for caregivers
- The Uninsured
- Disease management

The WHCOA indicated it would put the NGA Best Practices Center information as a link on its new website. Diane Braunstein's presentation is posted on the WHCOA website (<http://www.whcoa.gov>) following the October 1 Policy Committee meeting minutes.

## **Conclusion of Meeting**

The next meeting (December 1) was discussed, with the possibility that the meeting would be held at the Massachusetts Institute of Technology to allow the Policy Committee members to visit AgeLab. Details will be provided to Policy Committee members. The Chairman encouraged Policy Committee members to consider the structure of the Conference for next year which runs from Monday to Wednesday in the a.m. (with arrival of delegates on Sunday evening). A brief discussion followed about media coverage at Listening Sessions and acknowledgement that a media advisory from the WHCOA disseminated to local and regional media as well as aging trade press generally will precede each session. Finally, special mention was made of the hard work by noted WHCOA staff to put the meeting together.

The Second Meeting of the Policy Committee of the 2005 White House Conference on Aging was adjourned.

/s/ Dorcas R. Hardy